



POM WONDERFUL® RETURNS TO NBC'S 'AMERICAN NINJA WARRIOR' SEASON NINE

Brands Present Digital Editorial Series Titled "Crashing the Course" on NBC.com

NEW YORK, [June 9, 2017](#) – NBC and POM Wonderful® today announced their continued partnership for the ninth season of "American Ninja Warrior."

In addition to on-air integrations, NBC will work with POM to brand the ongoing, popular digital editorial series, "Crashing the Course." Hosted by Alex Weber, "Crashing the Course" is a behind-the-scenes look at the show, what it takes to conquer the course and how every challenge is designed to be demanding. Seven episodes of "Crashing the Course" will appear over throughout the season and live in a co-branded destination on NBC.com/ANW.

"American Ninja Warrior" premieres [June 12](#) on NBC ([8 p.m. ET/PT](#)).

"We've seen an insatiable appetite for 'American Ninja Warrior' across the networks and platforms of NBCUniversal," said Mark Marshall, Executive Vice President, Entertainment Advertising Sales, NBCUniversal. "We're excited to partner with POM Wonderful® for another season that continues to attract entire families as they sit down and root for their favorite Ninjas together."

In each POM co-branded episode of "Crashing the Course," viewers can discover the secrets that push Ninja Warriors to their Crazy Healthy limits. The episodes will run between three and seven minutes in length and will include a "POM Tip of the Week." These videos will receive promotion support from NBCUniversal social amplification.

"When tackling those insanely intense obstacles, Ninjas can fuel their bodies with POM Wonderful's 100% Pomegranate Juice, an antioxidant superpower that is a good source of potassium," said Adam Cooper, vice president of marketing, POM Wonderful. "We are thrilled to continue our partnership with 'American Ninja Warrior' because it embodies the essence of our 'Crazy Healthy' campaign, showcasing to viewers that if they feel so inspired to tackle the same tough challenges as the Ninjas, POM is the perfect drink to get them Crazy Healthy."

Returning to "American Ninja Warrior" this season are the "POM Run of the Night" which will feature the Ninja who delivered the most jaw-dropping feats of strength, agility and speed navigating the obstacle course and "POM Post Run Interview" to keep up with contestants behind the scenes. Additional on-air mentions of the brand will be heard throughout the season and POM branding will be featured throughout courses in each episode.

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About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: www.nbcuniversal.com.

About POM Wonderful

POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States as well as the worldwide leader in fresh California pomegranates and pomegranate-based products, including our 100% pomegranate juices, teas, and innovative juice blends. We grow, handpick and juice our own pomegranates to ensure the highest quality. By managing the entire production process from tree to bottle, POM Wonderful guarantees that our products come from only one source—100% California-grown POM Wonderful pomegranates.

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